

MATWATCH

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CRASH TV: ARE THE NEW NEIGHBORS HURTING WRESTLING?

I love it when people who cover the broadcast industry settle on a chic new catchphrase to categorize a genre. The newest monicker, "Crash TV," is worth exploring because the prime elements: ROLLERGAMES, AMERICAN GLADIATORS, TUFF TRAX and an

in-the-works WORLD ROLLER FEDERATION are having an impact on TV wrestling, even if it is strictly in the short-term.

Frankly, Geraldo Rivera was a key contributor to launching CRASH TV last November when he offered us that well-worked brawl between Roy Innis and the Skinheads, which led to Geraldo's receiving a well-placed nosecracker.

This past Wednesday, Geraldo delved into the category for real with wrestlers and skaters on his syndicated hour. It still amazes me how all of this can be described as a "new phenomenon," when it's merely yet another repackaging of what wrestling started on TV back in 1941.

In particular, I was astounded that Rivera declared already that the 1990s are "the violent decade."

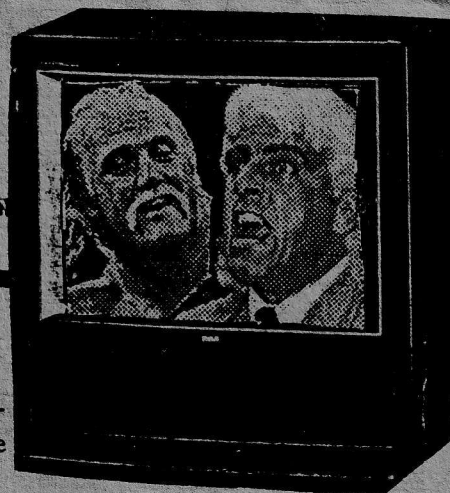
But a key question posed to Geraldo's sole wrestling guest, Sgt. Slaughter, centered around, "Do you think wrestling is being ripped off by a lot of these new kids on the block?" Slaughter gave one of the few "non-work" answers on the program: "It's good competition---it'll be good competition for about a year. But it will make us put on a better product in order to stay on top." Or will it increase wrestling's reliance on excesses and spectacle, Sarge?

To be honest, I don't sense a great national groundswell for ROLLERGAMES, despite a massive pre-premiere hype and strong production values for its shows. But it's done national ratings of 3.9, 3.7 and 4.4 for its three weekly shows, which hardly qualify it as a monster hit.

Yet, the roller stars have claimed a few markets away from wrestling shows. ROLLERGAMES took the NWA slot in Montgomery, Ala. In Chattanooga, ROLLER displaced CWF and even the WWF has lost a couple of smaller midwestern markets to the skaters.

With more shows fighting for the same target audiences and promoting the same basic competitive and violence values, I am more concerned than ever about wrestling falling into a trap I feel it's already in of attempting to "top itself" in the shock value of its continuing angles. We have detailed the extensive abuse of women, thuggery, recent wrestling shows have exhibited---partly, I'm certain, in answer to a challenge from a program which saw a skater knocked into an alligator pit for its sudden death tie-breaker in its premiere.

Sarge told Geraldo Wednesday, "A wrestler would never get tossed into a pool of alligators." But, Sarge, I wonder if it's because bookers haven't considered it. The



pressure is on more than ever from promotions owned by corporations for formulas which will lead to bigger TV ratings and larger houses. And much of what's being done today is not working. I honestly feel the general audience for TV wrestling is getting close to turning off the set, partially because of the excessive numbers of CLASHes, SNMEs, pay-per-views and special shows which simply aren't special any more; additionally, because they've had enough macabre in TV angles. When even the WWF can only draw a 3.8% share on Monday night for a PRIME TIME show with the superlative Roddy Piper, there's trouble everywhere, folks.

I only hope the Sarge is right, that we don't see a wrestler tossed into a pool of alligators.

THIS WEEK'S HEADLINES

WHEELING, W. VA. --- Demolition defeated the departing Tully Blanchard and Arn Anderson to regain the WWF tag team championship at a television taping here Oct. 2.

MATWATCH makes an exception of its policy not to reveal TV finishes before airing because of intense reader interest in the Blanchard-Anderson departure for the NWA in late November.

The match ran 5:42. Tully & Arn are not expected to receive a rematch series.



**Steve
Beverly**

THIS WEEK'S HEADLINES (Continued)

**NORTH AMERICAN CHAMPIONSHIP
HOLDS PREMIERE TV TAPING**

CHATTANOOGA, TN --- Several former CWF and current SCW stars were scheduled to appear on the first TV taping for North American Championship Wrestling, the new group headed by former Continental general manager Ron West.

The taping, held Sunday in Chattanooga, also had Terry Gordy billed as appearing. Gordy is not expected to return to the NWA because of the Turner organization's desires for its wrestlers to reduce Japan obligations.

The Bullet (Bob Armstrong) was to face Ivan Koloff in one of the TV main events, and Pistol Pez Whatley was scheduled in another. West's only known TV time is slated in Knoxville and Chattanooga.

**PSYCHOLOGIST DECRIES TV WRESTLING
VIOLENCE ON "GERALDO"**

NEW YORK ---Psychologist Thomas Radecki chastised "crash TV" programs for their reliance on violence and subsequent impact on violence during an appearance on the syndicated series GERALDO Oct. 4.

Dr. Radecki, head of the National Coalition on TV Violence, cited four university studies supporting evidence of wrestling violence as having a negative impact on children.

Said Radecki: "It reinforces young viewers. It says violence is a laughing matter. Violence is not a laughing matter." Wrestler Sgt. Slaughter and skaters for ROLLERGAMES, along with the creator of the new roller format, David Sams, disputed Radecki's claims.

PINFALL PROFILE

After guesting on Cody Boyns' WRESTLING RAP in Providence last week, it's evident that even hardcore WWF fans are focused on the impending departure of Tully Blanchard and Arn Anderson back to the NWA. In my view, one can neither minimize, nor overestimate the impact of this move.

NWA fans who have long hollered for a Ted Turner "theft" from Titan Sports are celebrating, though I've heard some muttering about "yeah...but it's somebody they already had before." So? It's also somebody who left the NWA for alleged \$\$\$\$.

I'm also hearing far too premature talk of how this is the beginning of a serious turnaround point for the NWA, particularly if a few additional WWF performers defect. It is? Just like a lot of us felt when Ricky Steamboat came in...when Eddie Gilbert looked on the verge of becoming a major star in January....when Jim Ross as head booker had the weekly TV shows in high gear. Folks, I hate bearing sad news but this promotion is in need of a catalyst far beyond what two guys called T&A can provide.

There remains the reverting to abundant no-shows at arenas, particularly in the East where the group badly needs to make inroads, and fans are not happy. There remains the inconsistency of going through five different bookers or committee combinations since last November, all of which have had differing philosophies as to how NWA TV should be produced. And there is glaringly the fact that with the exception of scattered matches, NWA television, of late, has eroded into lethargy only a slight step up on the entertainment meter from the George Scott philosophy of the winter of '89.

Tully Blanchard and Arn Anderson will be welcome and outstanding returnees to the NWA, if the intent is not strictly to recreate Horseman history of 1986-88. It's like when THE PRICE IS RIGHT returned to TV in 1972. If Mark Goodson had tried to bring back the old Bill Cullen version of PRICE of 1956-65, it would have bombed. The same analogies follow here. But, make no mistake, these two guys are still only two grains of a saltshaker that has a number of elements which aren't pouring when it rains. They can energize interest but they can't solidify a business which will probably be in the red \$9-10 million during 1989 (not accounting for the plus side of TV ad revenues) unless the other elements finally come together.

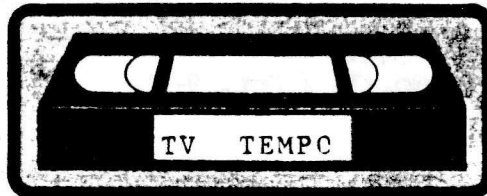
Next week, two weeks away from the end of TBS' first year as owner of the NWA, I'll offer what may be a few radical suggestions on making a start toward making the NWA a promotion of the '90s. I won't criticize unless I can offer an alternative. Just remember, as I've often written: my view and \$2.09 will buy you a box of Ritz crackers.

RATINGS RAP: CABCE

Week Ending Oct. 2	Rating	Share	Homes
WWF PRIME TIME (USA 10/2)	2.6	3.8	1.26 mil.
WWF ALL-AMERICAN (USA 10/1)	2.3	6.2	1.11 mil.
NWA WORLD CHAMPIONSHIP (TBS 9/30)	2.2	4.9	1.10 mil.
NWA POWER HOUR (TBS 9/29)	2.1	3.8	1.05 mil.
NWA POWER HOUR Replay (TBS 9/30)	0.5	4.6	250,500

(ANALYSIS: The numbers are still low for everyone. PTW gained two-tenths from its season low of Sept. 25 but the 3.8 share is down 37% from its August average. The All-Am rating has slipped 21% from August. WCW shows no signs of momentum with the only bright spot the 2.1 for POWER HOUR, its second Friday ever of drawing a million-plus.)

SCALE: PINFALL! - Must See. PILEDRIVER - Excellent. POWER-SLAM - Good. DRAW-Average. RESTHOLD - Good. BOMB - Poor.



(PORTLAND) - Beetlejuice d. Scotty the Body by countout; Rex King d. Jonathan Boyd but Scotty regains Pacific NW title belt in post-match attack; Steve Doll d. Al Madril; Bill Francis/Carl Stiles d. Nord the Barbarian/Brian Adams; Grappler vs. Rip Oliver ends in melee. ANGLES: 1) Before match, Scotty holds sit-down strike until Beetlejuice "returns belt," so BJ takes out weight belt & whips Scotty; 2) FIESTA GARDEN: BJ throws coffee in Nord's face, heels attack & Nord piledrives BJ; 3) Oliver unmask a first Grappler as Col. DeBeers, who promptly leaves. POWERSLAM-PLUS.

(AWF) - Greg Sawyer d. Mike Adonis; AWF TITLE: Paul Lee d. Ron Davis for belt w. help of heel ref; Lee/Tim Sledge no contest vs. Davis/Sawyer. TRIPLE BOMB.

(SCW) - Dustin Rhodes/Dutch Mantel d. Ga. Bandit/Keith Steinborn; SCW TAG TITLE: Steve Lawler/John Michaels win DQ over Mr. Atlanta/Mike Golden; Kevin Dillinger d. Ray Bailey; RECAP: Ted Allen turns on Jim Powell; Chic Donovan wins DQ over Billy Starr when Samuel Kent tries to smear Oil of Samay in Chic's face before David Sammartino saves; KENT'S CORNER: Samuel offers his T-shirt for sale for \$50. RESTHOLD.

(USWA) - Taurus Bulba d. Ron Ellis; REPLAY: Bulba brakes Kerry's hand; The Punisher wins DQ over Billy Joe Travis when Eric Embry saves with 2x4 but Travis doesn't want help; Punisher d. Jimmy James; VIDEO: Jimmy Valiant; USWA TITLE: Jerry Lawler d. Embry in lumberjack match when Embry accidentally hits Travis & Travis hits Embry w. chair. DRAW.

(CWA) - Dutch Mantel d. Rooster Cogburn; ARENA: Texas Dirt d. Black Bart to allow Mantel to return; 8-MAN: Mike Davis/ Tony Anthony/Blackbirds d. Chris Frazier/Ken Raper/Steel/Big O; Buddy Landel d. Tim Hall; Rock & Roll Express d. Tommy Gilbert/Spike Huber; Wildside d. Freddy/Rhodes. DRAW-PLUS.

(AWA) - Russian Brute d. Jim Fuller; Super Trooper d. Tom Burton; Kokina Maximus d. Scott Colton; Texas Hangmen d. Red Tyler/Butler Stevens; Tokyo Bullets d. Anthony Wright/Todd Becker; Greg Gagne/Paul Diamond d. Johnny Stewart/Mike George. BOMB-PLUS.

(STAMPEDE/2 Wks. Ago) - Kim Schau d. Steve Gillespie; Angel of Death d. Ken Johnson; Samurai Warriors d. Goldie Rogers/Dr. Zhivago; Dr. B.G. Holliday d. Chris Benoit by countout; Davey Boy Smith d. Skull Mason. RESTHOLD-PLUS.

(Last Week) - Biff Wellington d. Zhivago; Blackharts d. Johnson/Gillespie; Samurais d. Mason/Rogers; Benoit wins DQ over Holliday; Smith wins DQ over Angel; Bruce Hart wins DQ over Great Gama. POWERSLAM.

(WWF/USA) - [PTW]: Demolition d. Todd Becker/Duncan Jones; Honky Tonk Man d. Tyler; Roddy Piper d. Barry Horowitz; Barry Widomaker d. Reno Riggins; Curt Hennig draw vs. Hercules; Hillbilly Jim d. Ray Oakley; Bushwackers d. Tully & Arn by countout; Greg Valentine d. Jim McPherson; CORONATION: King Savage & Queen Sherri; BRO. LUV w. DiBiase/Virgil. DRAW.

(WWF/SYND.) - [SUPERSTARS]: Demolition d. Horowitz/Burton; UPDATE: Rude/Rod Awakenings; Widomaker d. Riggins; Jim Duggan d. Alan Reynolds; Honky d. Tyler; Hercules d. Boris Zhukov; Jake Roberts d. Brian Costello. BRO. LUV w. Genius/Hennig. RESTHOLD. [CHALLENGE]: Rockers d. Tom Stone/Stoney Burke; Hillbilly d. Oakley; Bad News Brown d. Horowitz; Brutus Beefcake d. Green; Powers of Pain d. Casey/Fox; Rick Rude d. Jim Evans; Ronnie Garvin d. Becker. BOMB-PLUS.

(NWA/SYND.) - [NWA PRO]: Norman d. Tommy Angel; Midnight Express d. Gene Ligon/Joe Cruz but Freebirds run in after. Dynamic Dudes make save but M Ex won't shake their hands; Freebirds d. Ding Evans/Dong Sartain; Steiners d. Rusty Riddle/Cruel Connection; Ric Flair d. Dick Slater when Slater leaves. FEATURE: WOMAN warns Steiners to beware. PEDICINO'S NOSE: Joe explains why Flair paid Terry Funk's \$100,000 fine. RESTHOLD.

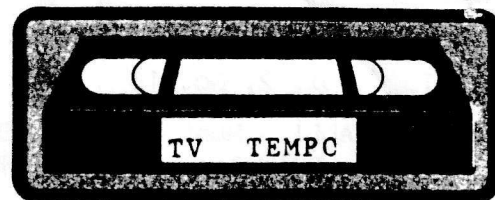
[WORLD WIDE]: Skyscrapers d. Lee Scott/Jerry Price; Tom Zenk d. Trent Knight; Steiners d. Agent Steel/Bob Emery; Brian Pillman d. Lex Luger; Tommy Rich/Eddie Gilbert d. Sartain/Evans. FEATURE: WOMAN interview & Flair-Funk recap. RESTHOLD.

(NWA/TBS) - [POWER HOUR]: Zenk d. Knight; Dudes d. Mike Rotunda/Cuban Assassin; Road Warrior Animal d. Jacko Victory. FUNK'S GRILL: WOMAN calls Terry BIG TEX. WRESTLERS OF WEEK - Skyscrapers. WNN: Gordon Solie previews THUNDERDOME match. RESTHOLD. [WCW]: Norman d. Evans; Muta d. Scott; Rich d. Cruz; Dudes d. Ligon/Angel; M Ex d. Steel/Cruel; ANGLE: Luger accepts Pillman challenge for TV match; ANGLE: M Ex upset over Dudes getting Oct. 28 world tag title shot; Ranger Ross d. Cuban A but Sierra beats Ross w. Cuban flag after; REPLAY: Scrapers-Murdoch; Scrapers d. Tim Parker/Ric Ryder; Zenk d. Bob Cook; Pillman replaces Sartain vs. Luger, ref tossed out, Pillman gets upper hand, scores w. Air Pillman moves until Lex retreats to dressing room; FEATURE: Flair-Funk saga from plastic bag to Flair paying Funk's fine; Road Warrior Animal d. Knight. RESTHOLD-PLUS.

(CWF) - USWA TITLE: Wendell Cooley wins DQ over Jerry Lawler when Dennis Condrey interferes; ANGLE: Condrey offers \$1,000 to anyone who can rise from DDT & knocks out Curt Allen; Cooley d. Gladiator; Jerry Stubbs d. Lou Fabiano; Beauty & the Beast d. Dean Ho/Bo Elliot; Ron Fuller d. Zulu & unmasks him; RECAPS: S. Boys-Stud Stable brawl; B&B beat up Linda Street; Adrian considers quitting wrestling. RESTHOLD.

(PWF) - Coach John Heath on play-by-play; Al Green d. Larry Brisco; Kendall Windham d. Superstar; Steve Keirn d. Dennis Knight; CARRIBEAN TITLE: Tyree Pride d. Robbie Idol. Kendall attacks but Nasty Boys save; ANGLES: 1) Keirn introduces bodyguard; 2) Ron Slinker & Lou Perez argue & brawl. LADIES PT. OF VIEW: Diane Hamilton w. Kendall & Blackjack Mulligan. RESTHOLD.

LINE OF THE WEEK - 1. Teddy Long, WCW: "You may fall from a mountain. You may fall from above...but the biggest fall of all is in the City of Brotherly Love." 2. Roddy Piper, PTW, on Heenan: "You remind me of Zsa Zsa Gabor in court. The only thing I wish you'd do that she won't is walk out." 3. Sgt. Slaughter, GERALDO: "The only part of wrestling that's acting is when you get in front of a microphone to try to sell tickets." 4. Slaughter, GERALDO: "A wrestler would never get tossed into a pool of alligators." 5. Jesse Ventura, WWF: "If Boris (Zhukov) didn't have a body, he could get a 2nd job in the NBA." 6. Terry Funk, WCW: "Ric Flair is a 35-year-old adolescent who loves to spend his money foolishly." (ED: 35???) 7. Ron Fuller, CWF: "I am the REAL stud & Robert is a real DUD!" 8. Dennis Condrey, CWF: "Wendell Cooley, you're as full of crap as a Christmas turkey." 9. Tim Dix, SCW: "A once-electric crowd is standing with their mouths agape." 10. Jim Ross, WCW: "Mack trucks colliding won't make more noise than when the Road Warriors meet the Skyscrapers." 11. Jim Cornette, PH, on Animal booting Victory: "Jacko Victory's breath is smelling like Kiwi boot polish." 12. Cornette, PH: "Some people told me you (Ross) look like Paul Newman---Stevie Wonder & Ray Charles." 13. Heenan, PTW, on the Rude Awakening: "You can't see that on LOVE CONNECTION." 14. Heenan, PTW: "Truman didn't touch anybody but he still blew up Japan." 15. Ventura & Vince McMahon, WWF: (JV) "McMahon, I have to go through survival every week just puttin' up with you." (VM) "What do you want, a medal?" (JV) "Yeah." 16. Long, PH, on Warriors-Scrapers: "It's like the sledgehammer meeting the anvil." 17. Funk, PH: "Besides being tough, I think the Steiners are kinda dumb. You don't think I'm dumb, do you, Robin...I mean WOMAN?" 18. Samuel Kent, SCW: "Don't be afraid of a toilet. It's just an electric slop jar." 19. Kent, SCW: "Oil of Samay gets rid of the red neck in you." 20. McMahon, WWF: "Herc looks like he's fresh from jumping over the Berlin wall." 21. Frank Dusek, USWA, on Punisher's ropewalk: "Holy shades of the Spoiler!" 22. Ventura, WWF: "McMahon, you may have gotten a muscle spasm some time with a croquet mallet."



23. Cornette, WCW, on Bill Ford: "Here's one Ford who didn't have a better idea." 24. Dix, SCW: "Ga. Power has gone the way of the Edsel." 25. Texas Dirt, CWA: "My back is as far back as it can go without being in Mexico." 26. Piper, PTW, on Sherri's cosmetics: "I like the makeup by Play-doh." 27. Blackjack Mulligan, PWF: "Steve Keirn can let his kids grow up to be plumbers. Mine are gonna be rasslers." 28. Jonathan Holliday & Jim Davies, Stampede: (JH) "If you behave yourself & get up to my style, you can come along with me." (JD) "I wouldn't be seen in public with you." 29. Ed Whalen, Stampede, to Holliday: "You talk tough for a guy who's essentially a track star." 30. Geraldo Rivera, GERALDO: "To an extent---it's programmed, at least, isn't it?"

STRONGEST COMMENTS - 1. Dr. Thomas Radecki, GERALDO: "It (wrestling) reinforces young viewers. It says violence is a laughing matter. Violence is not a laughing matter." 2. Slaughter, GERALDO: "It (CRASH TV) will be good competition for about a year." 3. Adrian Street, CWF: "I have to ask myself, what am I doing in this business?" 4. Jim Cornette, WCW: "I might even watch the Braves if they'd end their games on time and the POWER HOUR would come on when it's supposed to." 5. Marc Lowrance, USWA: "Jimmy Valiant is one of the greatest talents in professional wrestling." 6. Ricky Morton, CWA, to Wildside: "You ain't nothin' but a bunch of devil worshippers." 7. Lex Luger, NWA PRO: "Sting has gone nowhere." 8. Stan Lane, WCW, on Cornette advising Dudes: "Depends on where the advising stops and the advising starts."

NICKNAMES OF THE WEEK - 1. EL KABONG OF WRESTLING (Piper on Honky). 2. BIG TEX (Woman on Terry Funk). 3. THE FIREBALLS (Steve Lawler/John Michaels, SCW). 4. THE PRINCE OF PEACHTREE (Robert Anderson on Mike Golden).

BEST PICTURES - 1. USWA, Embry & Lawler both going in to Lawler's trunks for object. 2. SCW, Anderson handcuffing Jim Powell to ring. 3. NWA PRO, Flair punching Gary Hart. 4. NWA PRO, Michael Hayes staring down Tony Gillam. 5. WWF, Windham's superplex. 6. USWA, Ropewalk of Punisher. 7. WVEU-TV, Boni Blackstone's dress.

BEST FEATURE - "Thunderdome," POWER HOUR.

SHORT MEMORY AWARD - Flair, WCW: "I have never deliberately tried to maim anybody in my wrestling career." (Have we forgotten Ricky Morton's nose?)

PASSWORD OF THE WEEK - "OKAYANCE," Nick Busich, SCW. "With the okayance of Boni Blackstone & Randall Adams, I declare myself the new czar of wrestling."

ALL CLICHE-TEAM - 1. Gordon Solie & Jim Cornette, TBS: "...only time will tell." 2. Super Trooper, AWA, "...Katie bar the door." 3. Lowrance, USWA: "...bitten off more than he can chew."

DREADED GLITCH AWARD - AWA/ESPN, jump cut during open.

BLOOPER AWARD - Jim Ross, PH: "Bobby Eaton & Stan Lane, 2-time world tag team champions." (One reign was Eaton & Dennis Condrey.)

BOO AWARDS - 1. PTW, Piper for smoking on camera. 2. CWF, for yet another replay of Linda Street being beaten.

MATWATCH PROGRAM NOTES

AWA: The ESPN version of this broadcast will be pre-empted this weekend.

WCW: Some listings are touting a 5:45 p.m. (EDT) start for NWA WORLD CHAMPIONSHIP on TBS Saturday. Regardless of what the announcers have plugged, check TBS at 5:45 EDT/2:45 PDT as a safeguard. Otherwise, expect a 6 p.m. start.

TUBE TALK: Eddie Gilbert & Missy Hyatt were prominently plugged during PWF as "headed to Florida." I haven't confirmed that but if it's so, expect Eddie to book the circuit....Would Paul E. follow if it's true?On Stampede, Pete Montana reported Owen Hart "recently returned to Madison Square Garden to defeat Ron Bass." (He did??) Montana also plugged a non-existent upcoming Pillman-Larry Cameron match....Samuel Kent's segs on SCW aren't lavishly produced but they are funny.NWA has a new slot in Las Vegas TV....Other than Luger-Pillman skirmish and a mildly amusing FUNK'S GRILL, TBS/NWA was a snoozer.

The segment played on CWA of the letter from Jerry Bryant, former half of MEMPHIS VICE, who suffers from Lou Gehrig's disease, was the most moving I think I have ever witnessed. Contributions may be sent to JERRY BRYANT FUND, BOX 34426, 6767 SUMMER AVE., MEMPHIS TN 38134....AWF show has to be seen not to be believed.... On KTVT Sat. night, Eric Embry, allegedly blinded, made a miraculous return (patch over eye) to brawl with Billy Travis. Toni Adams got some licks in on Tojo Yamamoto with the kendo stick, too.

Frank Dusek may be gone from USWA. He was missing from the mike for the second week in a row on KTVT.... New lineup on NWA WRESTLING HOTLINE: (MON) Terry Funk, (TUE) Joe Pedicino, (WED) Lance Russell U.S.A., (THU) Steinerline, (FRI) Jim Cornette, (SAT) Late Night with Jim Ross, (SUN) Live arena matches. Take care, FSB.

*** MATWATCH SHOPPERS NETWORK ***

PRO WRESTLING TORCH is offering a special to MATWATCH readers. For the rest of October, if you subscribe to the TORCH, you will get a special rate of \$2.50 for 4 issues (it publishes every 2 weeks). You must mention MATWATCH for the special. Editor Wade Keller also promises to begin with the issue featuring his exclusive and controversial interview with Verne Gagne, if you request. Order from PWT, P.O. BOX 201844, MINNEAPOLIS MN 55420.

TAPE UPDATE, Brian Tramel's monthly booklet of available videos with a hilarious mug of Ronald V. Gossett IV as The Joker on the cover, is yours for 50 cents. Lots of new NWA listings in this issue. Well worth the four bits. Send to: BRIAN TRAMEL, 1806 SELF CIRCLE, APT. B, JONESBOR AR 72401.

RATINGS RAP: SYNDICATION

Week Ending Sept. 24	Rating	Stations	Pct. U.S.
WWF*	7.6	250	96%
NWA*	5.4	163	91%
ROLLERGAMES*	4.4	144	90%
AMERICAN GLADIATORS	2.1	119	82%

(ANALYSIS: We added the two other CRASH TV shows because in many markets, they are going head-on against wrestling. The * designation means the rating is based on multiple programs or showings---5 shows for WWF & NWA, 2 showings in most markets for ROLLERGAMES. NWA dropped sharply off the average in which CLASH VIII was figured. As well, the WWF syndie numbers are down nearly a full point. I do think the glut and excesses are hurting overall ratings.)

MATWATCH SUBSCRIPTIONS

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BIG BUILDUP???: Don't expect much of a rally from NWA TV in the weeks leading to HALLOWEEN HAVOC. The most significant match on WCW the week before the PPV is a 14-min. snoozer between the NEW FANTASTICS and two jobbers. A Luger-Pillman angle is upcoming and a bit more advancement in the Midnight-Cornette-Dudes situation.

GOOD TASTE AWARD: At the Oct. 1 Montgomery CWF show, Jerry Lawler went up to a black fan, held up a boot and said, "Shine it... like you're supposed to." Further, he approached a wheelchair victim and told the crowd, "This is what you Alabama people have accomplished from years of in-breeding." I was told these weren't crowd plants, either."

BUDDY, BUDDY: Here's a way to keep a heel over: on the most recent USWA show in Dallas, Marc Lowrance invited Skandor Akbar over and tells him, "Have a seat. Always good to see you again, Ak."

PUTTIN' ON THE HITS: Expect the NWA Top 10 to go right back on POWER HOUR after a brief hiatus. Even if it did have Tommy Rich at No. 5 recently, it's ridiculous to remove an element that rates the wrestlers.

THIS OUGHTTA WOW 'EM: Now that Demolition has the belts back, expect them to go into a feud with Andre the Giant & Haku. Also, an Ultimate Warrior-Dino Bravo series is on tap.

LATER, SLATER: Dick Slater is already out in the NWA. Promotion unhappy that he had a Japan stint scheduled, so he was wished well and farewell.

MORE JAPAN: Tom Prichard is headed soon for a four-week run in Japan. He's been taking time off and may try to return to CWF after his Oriental swing.

PLUGGING PORTLAND: Portland folks are plugging a new NORD THE BARBARIAN videotape. But the bit of attacking Rip Oliver's crippled brother puts this usually innovative group in the same category with all of this asinine gratuitous violence of late.

SUNSHINE FLORIDA: Some of MATWATCHer Jenny Medeck's campaign must have paid off. FLORIDA (now PWF again) has just been added to the Sunshine Network (regional sports cable channel) lineup, along with CWF & ICW.

NO STEAM: Early ads in a number of trade

COMINGS & GOINGS

magazines list Ricky Steamboat as part of HALLOWEEN HAVOC but they were drawn up before Steamboat left. Same problem as with WWF ads for SUMMER SLAM which included John Studd.

OILY CRITTER: Sir Samuel F. Kent now pitching a bogus "Oil de Same" on Atlanta's WVEU SUPERSTARS block. It's supposed to be guaranteed to "cure a red neck."

AXING ATLANTIC: CWF has returned to the WVEU lineup, displacing ATLANTIC COAST after Nelson Royal, as expected, could not provide any new tapes. Except for reruns, ACW is dead.

DANGERWATCH: Two stories on Paul E. this week: (1) he had a tryout with Tony Schiavone for a WWF color slot; or (2) he's going to bide his time until February and try to bring some people into Titan with him. We'll see....

T&A WATCH: As of Friday of last week, Tully Blanchard & Arn Anderson still had not signed any firm contracts with Jim Herd. But one report confirmed by a second source says the WWF has given "The Brainbusters" their unconditional release.

DOWN IN LOUISIANA: Kimala was skedded to be at a taping for Edward Faulk's IWF in Louisiana Sunday. On another front, Buck Robley continues to tape indie shows in Mississippi---hoping for a January debut.

GOOD ADVANCE: Whether pay-cable sales or interest is high for HALLOWEEN HAVOC, the show---as of Friday---had about a \$60,000 advance three weeks before the show, which should indicate a big turnout at the Philly Civic Center.

HYATT HITS: My thanks to Richard Hyatt of the Columbus (Ga.) Ledger-Enquirer for his column on wrestling and MATWATCH, even if he did call me a "pencil-necked geek." As I responded, Richard is just jealous because he doesn't have a body like Tommy Rich.

ONE YEAR AGO IN MATWATCH

---Tom Prichard wins CWF title in tourney at THE ROAD TO BIRMINGHAM; Danny Davis wins hair vs. hair match against Ken Wayne but loses his own hair in post-match angle.

---Bob Armstrong replaces Eddie Gilbert as CWF booker.

---Jim Cornette said, "Tully Blanchard, Arn Anderson & J.J. Dillon proved one thing: The 3 Stooges had kids."

YOU SAID IT!

(NOTE: YOU SAID IT! is commonly a monthly feature in MATWATCH. However, because of an abundance of mail on recent issues, we opt to offer YSI for a second week.)

I guess maybe the NWA succeeded in getting Terry Funk over as a "killer" heel. However, when the "kid" market is so important to the future success of the NWA, I'm wondering how many parents were disgusted with the plastic bag at CLASH VIII? Parents that might keep their kids from watching/attending NWA TV shows or live events.

The loss of Paul E. (Dangerously) is a major blow. As a full-time commentator, he would have been the Jesse "The Body" Ventura of the NWA.

JEFF ZINGER
WOODSTOCK, ONT.

Regarding Paul E.'s departure, I view it with ambivalence. Ric Flair, the booker, made the correct business decision by sending a message to all other NWA performers that shouting matches will not be tolerated. Not knowing all the facts, I don't think I have the right to pass judgment on whether it was necessary to go as far as dismissing the man, nor if it would have been better to force him into quitting in order to bury him before he pops up elsewhere.

On the Steiner skit---I give it a thumbs up because it was set up by previous videos featuring Robin Green, et. al. The old Dusty thing was lame because (a) the Runnels-booked sympathy injuries to Dusty were too frequent and (b) it lacked credibility (i.e., were we supposed to believe the Andersons rode around with a sound and camera man and just cruised the highway until they came upon Rhodes?

ERNIE SANTILLI
DREXEL HILL PA

(FSB: All valid points. But were we also to believe a crew just happened to be with Scott waiting on Rick at a playground?)

I've watched my last NWA for a while. If they want to use the SuperStation to show muggings, I'll gladly turn my channel.

CLAUDE COOPER
CHEYENNE WYOMING

We read your editorial and we strongly disagree. We believe that morals should be taught in the home and is not the job of TBS or NWA to teach right or wrong. The angle which you were upset about was an obvious attempt to get Funk over as a heel. If children can't understand Funk being an evil man who is so evil he would suffocate a man, perhaps that should be explained to them or turn the channel. Funk isn't paid to teach good morals. He's a heel; his job is to offend and it's obvious it worked; you wrote an editorial on it. I hope TBS is flooded with negativity on the matter. Then they'll know they grabbed the public. If the NWA is "pro wrestling" and not "pro entertainment," they need to be aggressive in the direction of making people see their wrestlers mean business.

LLOYD LEA
PORTLAND ORE

(FSB: Lloyd, you have a perfect right to disagree and I respect it. Further, I agree that it is the parents' job to teach morals in the home. However, it is equally not the job of TBS or the NWA to use methods which easily kill children or street muggings in an effort to "get heels over." Or if it is, they're the most irresponsible broadcasters on the block. There are ways to make wrestling villains evil without these bizarre tactics. As for the viewer response, it WAS strong but it didn't bring out the result you wanted to see. WCW president Jack Petrik has ordered no more blood or gratuitous violence in angles or ring action on any TBS show. The issue is not negotiable with Ric Flair or anyone else and every such proposed angle will now be considered on a case-by-case basis.)

I didn't like the way the NWA brought out Robin Green. The way she came out of her shell was done way too fast, and they could have changed her with Missy Hyatt. You know: one week, take her glasses off; then, a few weeks later, change her hairstyle, etc.

As for the parking lot angle, it, too could have been dragged out. I don't mean beating Scott up...but causing friction between the Steiner brothers. It might have been good enough for a match between Scott & Rick on pay-per-view. I did not care for the parking lot thing at all.

RICK CARTER
LAS VEGAS NV

You are on the money when you perceive ratings declining from the increase in off-the-wall TV angles that add up to felonies. After seeing the plastic bag and the Scott Steiner attack in successive weeks, I almost feel dirty for having watched.

ANNETTE ROBERTS
ANDALUSIA AL

MATWATCH SHOPPERS NETWORK

RICKY SHORT, Rt. 2, Box 297, GRETNVA 24578, is anxious to hear from anyone who can provide him a dub of the Sept. 23 NWA PRO show.

JIM STAFFORD, 1929 BARBEE ST., BURLINGTON NC 27217, independently promotes BIG TIME PRO WRESTLING and is looking for cities to run.

ANGLE, Bill Kunkel's cartoon/commentary newsletter, has a new address: 330 S. DECATUR, LAS VEGAS NV 89107. Write to Bill for subscription info. Bill Kunkel in Las Vegas????

LAZARUS DOBELSKY, 202 Kambrook Rd., CAULFIELD, VICTORIA 3162, AUSTRALIA, has a new magazine in pocket-sized format. It's called PILEDRIVER and it costs \$4. Nicely put together, too.

GEORGE HILL, General Delivery, JAMESTOWN KY 42629, has a huge collection of Atlanta arena programs from 1968-85 and photos of Florida action from 1966-70.

PRO WRESTLING DIGEST, P.O. Box 796488, DALLAS TX 75379-6488 is offering the past year of PWD in a shrink-wrapped set for \$20 if you mention MATWATCH when you order. You can also get all back issues of ALL PRO WRESTLING (the old UWF mag) and NWA-PWD as a set for \$16. Or both sets for \$32. Our friend Dennis Brent will take Visa or MasterCard orders, too.

IAN EDDY, 34 Greendale Rd., EAST DONCASTER, VICTORIA 3109, AUSTRALIA wants to buy a copy of Dr. Gerald Morton's book, WRESTLING TO RASSLIN'. Jerry, maybe you can give Ian some help on this.

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